

611-00-01691

Philip Morris Direct Marketing

Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Direct Marketing Assistant., 120 Park Avenue - 14th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions.

Today's Date: 12, 24, 92 UPC Size %: 90
 Prepared By: Camille Abbuscato Ext: 2006
 Send UPC To: _____
 Name: Lisa Briggs Address: _____
 Company Name: LBC City/State/Zip: _____

Brand/Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: Cambridge Brand Share: 2 Brand Status: ☐ New ☐ Test ☒ Established
☐ Line Extension - Nat'l
☐ Line Extension - Test
 Program Number: _____ POS # _____
 Program Description: Cambridge offensive Direct Mail Program
 (Please Be Specific) to Total Smokers (B362F Coupon)
 Audience Reached: ☒ Offensive ☐ Defensive ☐ Both
 Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☒ Other
☐ Winter ☐ Spring ☐ Summer ☐ Fall
 Capture Names?: ☒ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 2, 15, 93 Expiration Date: 4, 15, 93 Estimated Redemption Rate: 15 %
 Total Circulation: 300,982 Max. Redemp. Cost/Coupon: \$ 3.30

Areas of Distribution

Will Coupons Be Distributed:

- ☒ Nationally
☐ Regionally
☐ On a Test Basis

Will the Distribution Include:

- ☐ Military
☒ Non-Military

Distribution break by PM Region:

PM Region	# of Coupons Released (000)
1	_____
2	_____
3	_____
4	_____
5	_____
Total	<u>300,982</u>

Method of Distribution (check only one per UPC):

- | | |
|---|--|
| <input type="checkbox"/> Magazine On Page | <input type="checkbox"/> FSI Inserts - Co-op |
| <input type="checkbox"/> Magazine Tip-In | <input type="checkbox"/> Hand Distribution |
| <input type="checkbox"/> Magazine Special Unit | <input type="checkbox"/> Retailer Coupon |
| <input type="checkbox"/> Control Circ. Magazine | <input checked="" type="checkbox"/> Direct Mail - Solo |
| <input type="checkbox"/> ROP/Newsp. Single | <input type="checkbox"/> Direct Mail - Co-op |
| <input type="checkbox"/> ROP/Newsp. Co-op | <input type="checkbox"/> In-Pack-Own Product |
| <input type="checkbox"/> Sunday Supp. - Single | <input type="checkbox"/> On-Pack-Own Product |
| <input type="checkbox"/> Sunday Supp. - Co-op | <input type="checkbox"/> Immediately Redeemable |
| <input type="checkbox"/> FSI Inserts - Solo | <input type="checkbox"/> All Other: _____ |

Please Explain

Over, Please - More Required Information on Back

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: \$ B3G2F

Terms of Offer:
(Describe Completely)

B3G2 F pack

Discount Offered: 40 %
(% of Face Value/Purchase Price)

Purchase Price: ☐ Full Margin Pack Average \$ _____
☒ Price/Value Pack Average \$ 1.60
☐ Full Margin Carton Average \$ _____
☐ Price/Value Carton Average \$ _____
☐ Other \$ _____
(Please Specify)

or Check One Below

☐ B1G1F ☐ \$1.00 Off Carton
☐ B2G1F ☐ \$1.50 Off Carton
☐ B3G1F ☐ \$2.00 Off Carton
☐ B2G 50¢ Off ☐ 2.50 Off Carton
☐ B3G 50¢ Off ☐ \$3.00 Off Carton
☐ Free Pack ☐ Checker Intervention
☒ Other - Provide
Details Above

For Direct Marketing Use Only

UPC CODE ASSIGNED: 611-00-01691

Date Assigned: 12/29/92

Assigned By: M. Diaz

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
One Copy to PM Direct Marketing
One Copy to PM Finance
One Copy to Media
One Copy to Promotional Services Center